WHY THE DRONECODE FOUNDATION?

1. We believe in open innovation
2. We believe that this is too big for any one company to do alone
3. We want to protect the community and projects by giving them an independent governance and support structure
4. We want to align with other communities that share our values
5. Freakin’ flying robots!
FLANNERY O'CONNOR

EVERYTHING THAT RISES MUST CONVERGE
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>OS</td>
<td>Arduino</td>
<td>RTOS</td>
<td>Embedded Linux</td>
</tr>
<tr>
<td>Middleware</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flight Code</td>
<td>APM</td>
<td>APM, PX4</td>
<td>APM, PX4, ???</td>
</tr>
<tr>
<td>Processor</td>
<td>AVR</td>
<td>ARM</td>
<td>Snapdragon</td>
</tr>
</tbody>
</table>
Project Members

Your company can participate in changing the world through drones. Join Dronecode today.

Platinum

3DR

Yuneec

Aviation Technology

Gold

Baidu

Intel

Silver

Box

Laser

Latitude

Qualcomm

SkyWard

Sponsored

Digi.Y.S

Droidika

DroneDeploy

enRoute

JDrones

NN

Open Source Robotics Foundation

Squadron

System
2014 DEV TEAM/USER STATS
(year to date)

<table>
<thead>
<tr>
<th>APM/ARDUPILOT</th>
<th>PX4</th>
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</thead>
<tbody>
<tr>
<td>13,347 commits</td>
<td>9,080 commits</td>
</tr>
<tr>
<td>100+ committers</td>
<td>60+ committers</td>
</tr>
<tr>
<td>800+ contributors</td>
<td>500+ contributors</td>
</tr>
</tbody>
</table>

DIY DRONES:
65,000 members

USERS:
270,000 downloads
THE "LINUX KERNEL" ANALOGY FOR DRONECODE

- Members and other 3rd parties
- Dronecode

Camera/data acquisition

Data analysis

Apps (mobile/cloud)

Middleware

Companion Computer

Vehicles

Autopilot: Flight Code on top of Linux
THE "OPEN CORE" MODEL

User-facing software and high-value proprietary features

- Mobile and desktop apps
- Companion computer apps
- Cloud services
- Custom wireless

Flight code, developer tools and other “plumbing”

- Flight code
- Python scripting
- Basic GCS
- Cloud API
“OPEN PLATFORM” IS NOT JUST OPEN SOURCE

Open Source

GPL V3  GPL V2  BSD  Apache

Open Platform

CC  SDK  API  App Store

More Viral

More Monetizeable
OBJECTIVES FOR THIS MEETING

1. Alignment on 2015 roadmap
2. Clarity about what we want from the members
3. Clarity about division of labor between companies and community
4. Improved “Architecture of Participation”
5. Plan for outreach to potential partners/communities